

## ABSTRACT

A combination label holder and sign, where the label holder component is of  
5 extruded construction and the sign component is inexpensively formed of sheet  
plastic material, printed with text and/or graphics on both sides and removably  
attached to the label holder component. The label holder component includes a  
clip, for attachment to a peg hook or shelf front, integrally attached to a label holder  
by means of a thin, flexible hinge. The label holder has front and back panels,  
10 joined at the bottom to form a label-holding pocket. A sign-holding channel is  
formed on the back panel of the label holder by a pair of horizontally disposed,  
spaced apart channel-forming flanges. The sign-holding channel slidably receives  
a mounting tongue portion of the sign component. The main body of the sign  
component extends outwardly at right angles from the label holder and its graphics  
15 are visible from opposite sides to customers walking in either direction in a  
merchandise aisle. The sign components can be easily installed, removed and/or  
exchanged by sliding the tongue portions thereof out of the channels retaining them  
and, if new signs are to be installed, re-inserting tongue portions thereof into the  
label holder channels.

20